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An international tree planting ceremony in City Park, Reading, Pa., in September, 1931. Tree being planted by Lord Mayor of Reading, England, and furnished by Farr Nursery Co. Will you plant a tree in commemoration of the Washington Bicentennial?

Return Postage Guaranteed by
Farr Nursery Co., Weiser Park, Pa

Section 435½ P. L. & R.

C. C. Auchter:
U. S. Dept. of Agriculture
(Washington, D. C.)

BETTER PLANTS—March, 1932



62.73

Trained
Experienced
Responsible
Planning

BETTER PLANTS*

and PLANS

*Timberline Tree, I am so ashamed
Of the fight I've made in the world of men
I go back to the valley to fight again.—Charles Bowman Hutchins*



VOL. X

MARCH, 1932

NUMBER 3



Japanese Cherry "Yoshino" around the Tidal Basin, Washington, D. C.

Japanese Cherries

Everyone knows and wants the Flowering Cherries of Japan, and we are glad to present a new and larger crop, with lower prices and discounts as on page 3. Every tree is a specimen plant, having been trimmed and staked for this purpose.

Culture is similar to that of ordinary shrubs or trees. Branch-tips should be cut back one-third when transplanting, and plants copiously watered until new roots take hold.

Shipment should be made before leaves appear, or bailing and burlapping (at extra charge) will be necessary. Orders should be placed accordingly. Do not overlook discounts on page 3.

**Extra-fine specimens, 4 to 5 ft.
\$3 each**

Note.—1932 discounts, page 3,
are applicable on this price

Benifugen. Double; pink; in late April.
Branching habit.

Gyoiko. Semi-double; greenish yellow,
fading pink. Upright spreading habit.
Bronze-green leaves.

Hisakura. Double; light pink. Attains
20 to 30 feet.

Mt. Fuji. Large, double, pure white
flowers which completely cover the tree.

Naden. One of the finest of the double,
late-flowering pink varieties. Vigorous
grower. Desirable for street planting.

Okumiyako. New. Semi-double; pink.
Very desirable.

Surugadainioi. Semi-double; pinkish
white; late.

Yoshino. Light pink, slightly fragrant
flowers in early April, in clusters of five.
Planted about the Tidal Basin in Wash-
ington, D. C. Vigorous grower, attain-
ing height of 25 to 50 feet.

Special Collection Price

**One of each of these 8 varieties, 4 to
5-ft. specimens (value \$24), for \$20**

**Less 10 per cent if "cash with order,"
by March 20. No other discounts**

March Garden Gossip

March means mulch-removal after reasonable assurance that late frosts have passed. Gradual removal at weekly intervals is an ideal practice. Neglected removal causes weak and smothered plants. Cultivate and feed thoroughly immediately after mulch is removed.

As soon as monthly roses start growth, cut out all dead and weak wood and cut back all strong shoots, leaving a good bud about $\frac{1}{4}$ inch below each cut. Leave climbing roses alone until immediately after blooming season; then cut out old canes close to the ground and cut back new shoots to training desired.

To our desk has come the most crampful book of specific, concise, and practical

garden information in a long time. It was written by Harry O'Brien, "The Dirt Gardener," and issued by the Union Fork and Hoe Co., Columbus, O., for 10 cents a copy, we believe.

There is nothing new or faddish about the "Outdoor Living-room," just America's way of becoming settled and continental. Europe has enjoyed eating, drinking, and living in its gardens for centuries. America is beginning to out-grow mere garden fetes and functions, just as it has changed the shuttered parlor into a cheerful and inhabited living-room.

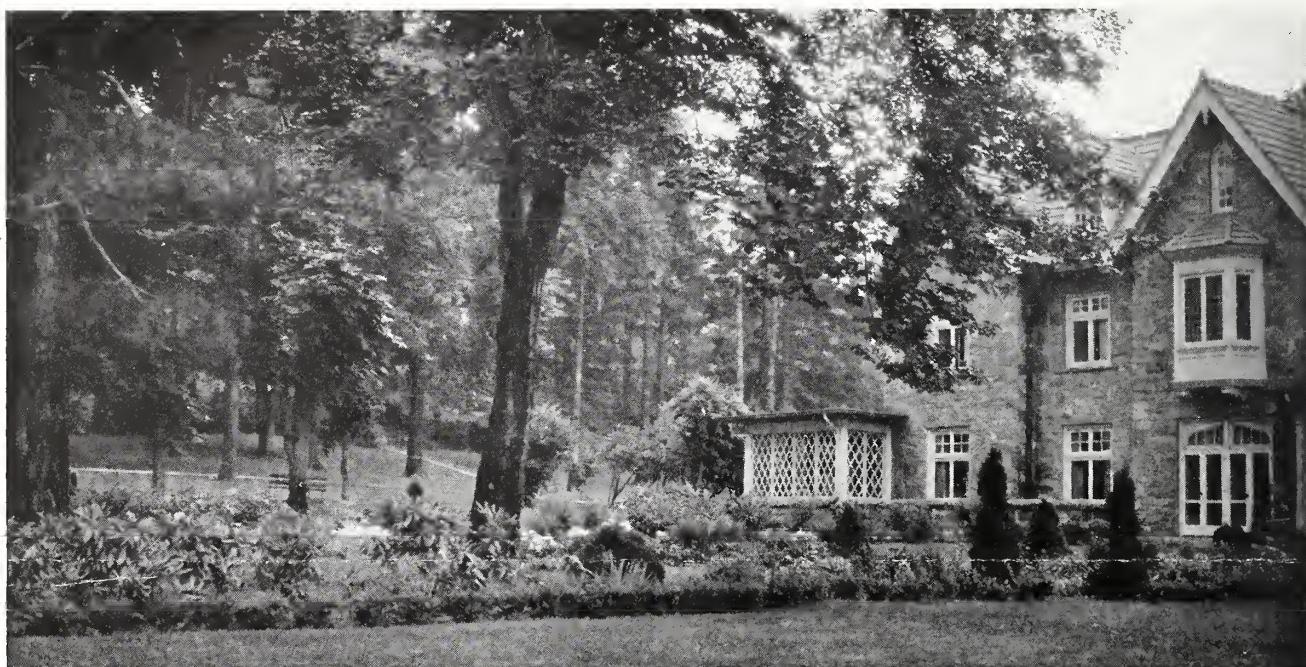
Watch your lilacs to see that they have enough lime, heaping soil, plenty of sun, and good drainage. If plants are breaking bud, it is too late for oyster-shell-scale spray.

In Rochester, N. Y., the citizens did a first-rate job in lightening the burden of human unemployment. It began when Mr. Todd decided to turn part of his ground into a formal garden and spend \$7000. He began to figure where the \$7000 would go, and was amazed at the number of men and industries it would reach.

If it is worth planting, it is worth a plan, and the Farr Landscape Department will be glad to help you—in most cases without charge or obligation. Write, phone, or call.

Not in braggadocio but merely as a "bright spot," we are glad to announce that our 1931 sales total was more than that of most years during the boom period of 1922-29 and only 18 per cent less than our best year—1929.

SEE SPECIAL DISCOUNTS FOR 1932—PAGE 3, COLUMN 3



RESIDENCE OF JOHN H. PERRY, IRVINGTON - ON - THE - HUDSON

Landscape plans for 10 acres executed by Farr Landscape Department during 1929, 1930 and 1931. In a recent and unsolicited letter Mr. Perry says: "I think next spring you will see such a gorgeous coloring in my place, that I will have many, many inquiries as to where I purchased my plantings, and it will be a genuine delight for me to tell about the aid and advice which your Landscape Department rendered, and the high quality of your stock."

Flowering Apples

The Flowering Apple is referred to as "Queen of the Garden" by the Arnold Arboretum, and should be first on the list of flowering trees. In spring, the gorgeous masses of bloom; then the shiny, glossy green, clean bank of foliage; and in fall, clusters of small, colorful fruit.

While the trees are as hardy as the wild apple, they will appreciate culture. They are of slow, spreading growth, lending themselves to trimming, and will not out-grow even the average small garden. Note discounts on page 3.

Arnoldiana. Semi-double, pink flowers on long red stems, yellow fruit. 4 to 5 ft., \$2 each.

Atrosanguinea. Brilliant carmine blooms, fading pink, completely hide twigs and foliage, and last two weeks. 4 to 5 ft., \$2 each.

Bechtel's. Double; pink, fragrant, late. Like a tree of double roses. 3 to 4 ft., \$1.50 each.

Parkinani. Double; pink. Dwarf and just right for small gardens. 4 to 5 ft., \$2 each.

Purpurea. Red foliage, bark, flowers, and fruit. 4 to 5 ft., \$2 each.

Scheideckeri. Abundant, semi-double, pink blooms. 4 to 5 ft., \$2 each.

Toringo. White flowers; showy red fruit, loved by the birds. Low growing. 4 to 5 ft., \$2 each.

NOTE.—1932 discounts, page 3, are applicable on above prices

Normandy Crab Collection

One each of above 7 varieties, in size listed (value \$13.50), for **\$10**

Less 10 per cent if "cash with order," by March 20. No other discounts

Do's and Don'ts for Lawns

Don't mow too closely, especially in summer. Mowing high and often is the first essential to a good lawn.

Don't remove grass clippings. Mow often enough so it will be unnecessary.

Don't add lime to a lawn unless you are sure it is necessary. Lime encourages most lawn weeds.

A certain amount of reseeding is necessary every year even for the famous century-old lawns. Early spring and early fall are the best seasons.

Looking for Spring

The Cherry trees seem to be splendid, healthy specimens, and very good size. We are looking forward to the spring blossom time—GARDEN SECTION OF THE WOMAN'S CLUB OF READING Reading, Pa. 11-17-31

He Ought to Know

Please send your catalog. I used to work for you and I am anxious to get one of your catalogs, knowing what wonderful stock you carry.—HARRY A. BECK, River Rouge, Mich. 7-22-31

A Perfect Testimonial

The Garden Club of Lookout Mountain has just received a shipment from you. The bushes were very nice, and on the strength of the good condition am sending you my order.—MRS. JEROME B. POUND, Lookout Mountain, Tenn. 12-11-31

RADIO BROADCAST
Each Thursday, 12:15 P.M.

STATION WEEU
Reading

Avoid daily lawn wetting. When it becomes too dry, apply the sprinkler twice a week to each spot for at least several hours, or until soil is watered to a depth of several feet. Daily drenching does much more harm than good.

Keep the lawn well fed. Apply three pounds of Vigoro per 100 square feet at 60-day intervals, from March to September. Roll the lawn each spring, while soil is pliable, for the sake of the grass and your lawn mower. (Continued on page 3)



Malus atrosanguinea. A mass of bloom from Farr's well-grown specimen trees

Novelty Philadelphus Without Novelty Prices

LEMOINE CREATIONS

We believe that no other man ever produced as worth-while a list of ornamental plants as the late Mons. Lemoine, of France. He lacked only American press agents to make him the botanical figure of a century. His creations, by sheer merit and without any deliberate publicity, have won and held a place in nurseries and gardens, internationally, for the past twenty-five years. His interest included Lilacs, Peonies, Tree Peonies, Deutzias, Philadelphus, and other shrubs and perennials.

Why not add a collection of Lemoine Philadelphus to your garden? Why not add an abundance of them and rip out some of the overgrown or tiresome shrubbery you may now possess? At these 1932 prices the cost is a small obstacle, and the choiceness and novelty of the new Philadelphus will be of as much satisfaction as if you had paid \$5 per plant a few years ago.

Albatre. Large, full, double, pure white; dense panicles. 2 to 3 ft., 75 cts. each; 5 or more at 60 cts.

Argentine. Erect-growing, with clusters of double, pure white flowers, more than 2 inches across. Medium grower. 2 to 3 ft., \$1 each; 5 or more at 75 cts.

Avalanche. Large, fragrant flowers on graceful, arching branches. Medium grower. 2 to 3 ft., 60 cts. each; 5 or more at 50 cts.

Boule Rose. Medium compact shrub with large foliage. Flowers white, fragrant, and double, 1½ to 2 inches across. 2 to 3 ft., 75 cts. each; 5 or more at 60 cts.

Bouquet Rose. Large, double white blooms, 1½ inches in diameter, more double than Boule Rose. 2 to 3 ft., 75 cts. each; 5 or more at 60 cts.

Glacier. Strong, erect grower with clusters of double white flowers, each having the appearance of one enormous double flower. 2 to 3 ft., 75 cts. each; 5 or more at 60 cts.

Do's and Don'ts for Lawns, continued
Be especially careful about not having the lawn cut too closely when winter arrives. The grass itself should be from 3 to 4 inches in height when the ground freezes. During late fall set the knives of the lawn-mower exceedingly high, and especially for the last mowing, or do not mow at all for the last few weeks before the ground freezes. More lawns have been ruined through incorrect mowing than for any other reason.

Most lawns were seriously damaged last year by extreme drought. Remedies include resoilng, rolling, reseeding, and feeding. Early action produces good lawns ahead of summer weeds and dry spells.

Lawn Seed

Weiser Park Brand. Composed of clean, short-growing, fine-leaved, fibrous-rooted perennial grasses of highest vitality, which, maturing at different seasons, produce a constantly green and velvety surface. A scientific mixture of Fancy Kentucky Blue Grass, Fancy Redtop, Fescue, White Clover, Timothy and Rye Grass.

25 lbs. at 35c.; 5 lbs. at 40c. No discounts.



A block of *Philadelphus Virginal* in our nursery during June, 1931. All plants pruned and trained into bushy, uniform specimens.

Mont Blanc. Fragrant, single flowers on slender branches. Small foliage. 2 to 3 ft., 60 cts. each; 5 or more at 45 cts.

Norma. Large, single to semi-double, fragrant blooms in May and June. Tall. 2 to 3 ft., 60 cts. each; 5 or more at 45 cts.

Splendens. Large, white, semi-double, fragrant flowers in clusters. Dwarf and spreading. 2 to 3 ft., 75 cts. each; 5 or more at 60 cts.

Virginal (Virginal Mock-Orange). Semi-double, white flowers produced intermittently all summer. Medium grower. 2 to 3 ft., 75 cts. each; 5 or more at 60 cts.

Voie Lactée. Snow-white, with conspicuous golden stamens. Tall and bushy, with quantities of immense flowers. Late. 3 to 4 ft., 75 cts. each; 5 or more at 60 cts.

NOTE.—1932 discounts on this page are applicable on above prices

Lemoine Collection

One plant each of the above 11 varieties, (amounting to \$8.05) for \$6 "charge," or \$5.50 cash with order. No further discounts.

Our Garden House will probably be open to visitors during all daylight hours beginning March 15 to 20, depending on the season. The Display Garden will include 38,000 tulips, narcissi, etc., in almost 200 varieties.

Dandelion Remedy. For 100 square feet of lawn use 1½ pounds of Iron Sulphate (copperas) to 6 quarts of water. Bruise the foliage first by dragging a steel doormat, etc., over it.

1932 Discounts

We are using our 1931 prices, with discounts, for 1932. If you do not have a copy of the 1931 Catalog, please ask for one. If you have a copy, please note the following discounts on the cover.

5 per cent on orders exceeding \$2.99

10 per cent on orders exceeding \$9.99

15 per cent on orders exceeding \$24.99

10 per cent for cash with order until March 15; 3 per cent after that

Examples. Until March 15, a cash order amounting to \$3 will cost \$2.57; a \$10 order, \$8.10; a \$25 order, \$19.13.

March Half-Price Specials

All strong, 2-year, field-plants

Anchusa Myosotidiflora

Siberian Forget-me-not. A mass of brilliant blue. Superior to mertensia and companion to daffodils. For borders, rockeries, and semi-shade. Attractive foliage.

Catalog price, 5 or more at 40 cts. each; 25 or more at 35 cts. each.

Divide prices by two if ordered during March.

Astilbe Chinensis

Large, feathery panicles of silvery pink flowers. Excellent for cut-flower combinations as well as garden display.

5 or more at 40 cts. each; 25 or more at 35 cts. each.

Divide prices by two during March.

Iris, Bruno

One of the finest newer Irises and rated above 90 per cent by American Iris Society. Large, tall, rich, velvety purple.

\$3 in Catalog. \$1.50 during March.

Discounts noted on page 3 apply on all items on this page.

Achillea Ptarmica, The Pearl

Long-season white flower in rock-garden or border.
Good for cutting.

25 at **18c.** ea.; 10 at **20c.** ea.; 5 at **22c.** ea.

Artemisia Lactiflora

Tall, fragrant, cream-white sprays in September. For background and bouquet.

25 at **18c.** ea.; 10 at **20c.** ea.; 5 at **22c.** ea.

Centaurea Macrocephala

Showy, golden yellow, cut and display flowers in July and August.

25 at **18c.** ea.; 10 at **20c.** ea.; 5 at **22c.** ea.

Chrysanthemum Arcticum

One of the best fall-blooming perennials for borders or rockeries. Smiling Daisies in October. Glossy neat rosettes of foliage.

25 at **16c.** ea.; 10 at **18c.** ea.; 5 at **20c.** ea.

Gaillardia Aristata

Ever-blooming yellow and red cut-flowers for border and rockeries.

25 at **16c.** ea.; 10 at **18c.** ea.; 5 at **20c.** ea.

Hemerocallis, Ophir

Dark golden yellow Day Lily with extremely large blooms (5 inches across) during July and August. Introduced by Farr, and awarded honorable mention at Wisley Field Trials by Royal Horticultural Society in 1931.

10 at **30c.** ea.; 5 at **35c.** ea.; 1 at **50c.** ea.

Hollyhocks

Mixed colors, including all shades. Strong field-plants.
25 at **16c.** ea.; 10 at **18c.** ea.; 5 at **20c.** ea.

Iris Collection

12 Iris in 12 named varieties, wide color-range,
(our selection, all rated above 75 per cent by Iris Society)
for **\$2;** March only.

Lilac, Leon Gambetta

Best double rosy pink Lilac. Large, free, and vigorous.
2 to 3-ft. specimens at **\$2.25** each

Lilac Collection



Our choice French Hybrid Lilacs in four named varieties, (our selection), 18 to 24-in. plants, for **\$4.**

Lily-of-the-Valley

3-inch, pot-bound clumps.

25 at **16c.** ea.; 10 at **18c.** ea.; 5 at **20c.** ea.

Sempervivum

Assorted types of smaller species "Hen and Chickens."

25 at **12c.** ea.; 10 at **15c.** ea.; 5 at **16c.** ea.

Tree Peony, Moutan

Hardest and most free-blooming Tree Peony. Single, deep red blooms. Plants bore 4 to 8 blooms in 1931.

10 to 12-in. plants at **\$3** each

FARR NURSERY COMPANY

Weiser Park · Pennsylvania